February 18, 1955

Dear John,

Here is what I have worked up for the King Puff Contest, including what Terry will show you in the scrap book:

(1) The usual spot plugs (similar to those on the Proof of Performance sheets) run three or four times a day, from Feb.29 until March 16 in increasing or pyrmiding number, starting with teasers for a few days, then random spots, then regularly scheduled spots, plus spontaneous plugs on disk jockey shows. There is also a good possibility for produced and recorded promos, done with boff and verve for added listener interest.

(2) Mimeographed hand bills (see enclosed) to be distributed to all rooms on campus.

(3) Mimeographed letter, including a full list of prizes to follow the handbill psychologically, and to be distributed to all rooms on campus.

(4) Posters:
- (a) 1 for Pipe Center window, 17x26, with 6 pics.
- (b) 1 for WYBC8s Yale Station Box, 17x26
- (c) 35 to 50, 12x 18 to be distributed around campus

(5) Newspaper-ads:
- (a) teasers(see enclosed) to be published MWF, 3 per issue, desired weeks. (9 col, in. per wk.)
- (b) desired no. display ads, with pics and message
- (c) final anouncement ad on March 16

(6) Cards(see scrapbook) on all dining hall and library tables

(7) Press release to New Haven papers and enclosed list of mags.

(8) A story in the WYCE Microphone

Sincerely yours,
(Signed)
Theodore E. Calleton
Public Relations Director

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